

URBAN/MUNICIPAL
CA3 ON HW Q78
A56 1991

Annual Report of the
Economic Development
Department
1991 Annual Report

URBAN/MUNICIPAL

CA3 ON HW Q78

A56

1992

ECONOMIC DEVELOPMENT
DEPARTMENT

1991
ANNUAL REPORT

- A. Business Development
- B. Tourism & Conventions
- C. Administration
- D. Supplemental Report

URBAN MUNICIPAL

JUL 13 1992

GOVERNMENT DOCUMENTS

**ECONOMIC DEVELOPMENT
AND
PLANNING COMMITTEE
MEMBERS
1991**

COUNCILLORS

Don Ross, Chairman

Mayor Robert Hodgson, Vice-Chairman

Mayor Robert Morrow

William McCulloch

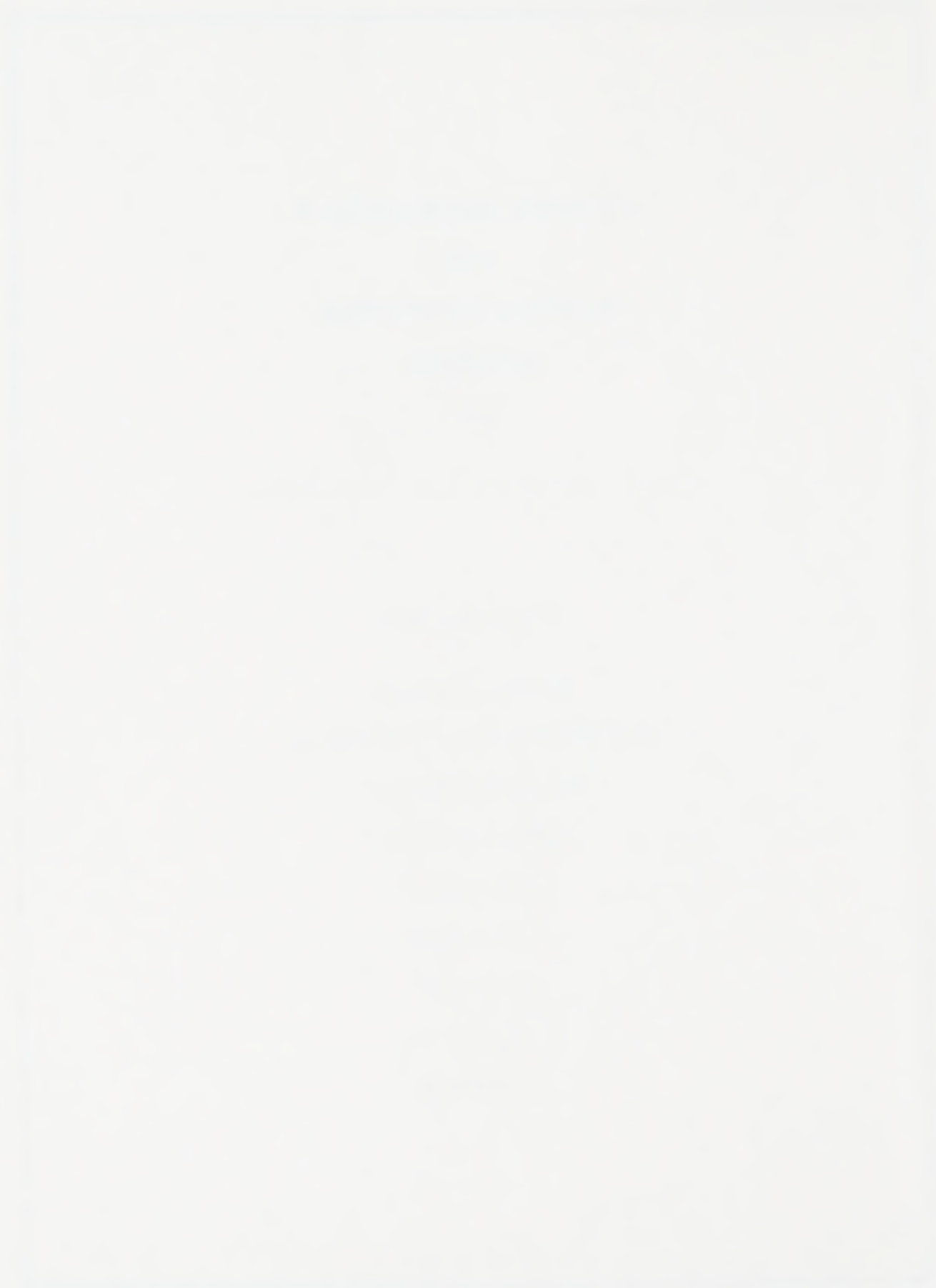
John Prentice

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LIST OF CONTENTS

SUMMARY REPORT REPORT ON ECONOMY

i
ii

B. BUSINESS DEVELOPMENT

Business Development Highlights	1
Local Market Employment	3
Local Market Activities	3
External Market Activities	7
Special Projects	10
Area Municipality Marketing Initiatives	13
Constuction and Development	14
Regional Business Park Development	15
Support Material	17

A. TOURISM & CONVENTION SERVICES

TOURISM	
Local Marketing Programs	19
Direct Sales Support Programs	20
External Marketing Programs	21
CONVENTIONS	
Local Marketing Programs	23
Direct Sales Support Programs	24
External Marketing Programs	27
SPECIAL EVENTS	
Local Marketing Programs	30
Local Interface	33
New Activities	34
Major Projects	34

C. ADMINISTRATION

Operating Budget	37
Staff Positions	37
Office Equipment	37
Educational Seminars	37
Professional Development	38

D. SUPPLEMENTAL REPORT

D.1. Business Develoment	39
D.2. Tourism	51
D.3. Conventions	53
D.4. Special Events	55

SUMMARY REPORT

ECONOMIC DEVELOPMENT DEPARTMENT

1991 ANNUAL REPORT

INDICATORS	1987	1988	1989	1990	1991	UNITS
Business Development Enquiries	361	458	476	442	491	Firms
Business Development Files Completed	100	92	127	146	69	Firms
No. of New Businesses	33	43	60	94	36	Firms
No. of Expansions & Retentions	79	49	68	62	33	Firms
New Business Jobs	941	745	523	732	225	Jobs
Jobs Effected by Expansions, Retentions or Relocations	713	1,267	1,756	1,313	830	Jobs
Total Jobs Effected by Dept. Activities	1,654	2,012	2,279	2,045	1,055	Jobs
Industrial Land Sales ¹	112.3	39.1	48.7	6.6	3.4	Acres
Value of Land Sales (Thousands) ¹	5,723.3	2,596.0	2,034.4	797.4	649.0	Dollars
Total Building Permits (Millions) ²	523	489	641	573	294	Dollars
Residential Real Estate Volume (Millions) ³	1,331	1,900	2,096	1,299	1,357	Dollars
Housing Starts ⁴	3,155	2,907	3,048	2,381	1,515	Units
Total No. of Conventions	141	156	187	182	196	Conventions
Total No. of Delegates	76,780	60,000	65,400	71,854	78,245	Delegates
Total No. of Non-delegates	N/A	N/A	55,000	142,063	293,288	Visitors
Tourism Impact (Millions)	110	100	150	165	249	Dollars
Conventions Local Revenue (Est.) (Millions)	136	127	132	170	214.9	Dollars
Unemployment Rate Average ⁵	6.3	5.8	5.1	6.3	9.7	Percent
Canadian Bond Rating ⁶	AAA-	AAA	AAA	AAA	AAA	Rating
Regional Assessment (Millions) ⁷	1,231.2	1,261.9	1,306.9	1,345.8	1,381.7	Dollars
Com./Indust. Assessment (Millions) ⁸	473.5	479.3	497.5	507.5	518.6	Dollars
Residential Assessment (Millions) ⁹	757.7	782.6	809.4	838.3	863.1	Dollars
Assessment Growth	1.94	2.49	3.57	2.98	2.63	Percent
Increased Revenue (Millions)	1.72	2.45	3.81	3.53	3.64	Dollars

1. Publicly Owned Lands
2. Area Municipality Building Departments
3. Metropolitan Hamilton Real Estate Board
4. Canadian Mortgage and Housing Corporation
5. Hamilton CMA, Statistics Canada
6. Canadian Bond Rating Service
- 7-9. Regional Department of Finance

March 27, 1992

REPORT ON ECONOMY

ECONOMIC DEVELOPMENT IN 1991

Canada managed its worst back-to-back growth performance in a decade during 1991. Although the second quarter of 1991 demonstrated a slight increase in GDP, the third quarter GDP numbers reversed dramatically indicating that we have not yet extracted ourselves from the recession.

The prolonged weakness in the economy is partly due to heavy private and public debt-service burdens attributed to the spending boom of the 1980s. International competitiveness has been eroded by currency appreciation, the deterioration of Canada's relative manufacturing productivity and quality, large wage settlements, and tax increases. Prospects in Canada have been further constrained by a 1991 slowdown in the U.S. economy—the destination of three quarters of Canadian exports.

Locally, we have witnessed the trickle down effects of a weak Canadian economy. In reviewing the Region's performance in 1991, we report that unemployment rates have risen from 6.3% of the active labour force in 1990 to 9.8% in 1991. This rate is higher than both the Canadian unemployment rate average of 8.5% and Ontario's 9.7% average. This is not surprising given the Region's relatively high manufacturing-dependant employment base.

Consistent with this negative activity are increases in consumer and business bankruptcies (995 to 1,771 from 1990-1991), increases in Regional welfare assistance (14,207 to 20,947 beneficiaries from 1990-1991), and a relative decline in assessment growth (2.98% to 2.63% from 1990-1991). Similarly, building permit activity was down in all sectors (\$572.9 to \$294 million total value from 1990-1991) while housing starts also dropped 30% (2,381 to 1,515 from 1990-1991).

While Business Development enquiries increased from 1990 to 1991 (442 to 491), Regional Economic Development staff reported a significant drop in files completed during the same period (146 to 69). Company files handled by staff in 1991 led to the creation of 415 new jobs, including 115 jobs created through new companies. By comparison, 732 jobs were created through new companies assisted by staff in 1990.

GREATER HAMILTON IN THE 1981-82 RECESSION

Despite the reported lag in the Region's economy, local impacts are not considered as severe as during the 1981-83 recession. In 1983, unemployment levels peaked at

11.9% (33,000 unemployed) of an active labour force of 276,000 persons. In 1991, 32,200 persons (9.8%) of a 327,500 active labour force were reported out of work. Only 6,466 houses were sold in 1982 compared to 8,350 sold last year. In the tourism sector, an estimated 2.49 million tourists visited the Region in 1991, generating local spending in the area of \$249 million. This represents a 51% increase over 1990 tourist revenues. Finally, 1991 reported a significantly higher total building permit value (\$294 million compared to \$148.5 million in 1982), however, these values are analogous when measured in current (1982, 1992) dollars.

On the less-positive side, commercial and business bankruptcies peaked at about 840 in 1983, compared to 1,771 reported in 1991. Similarly, new employment reported during the same year (1982) represented 837 jobs, almost double the 426 jobs new to the Region in 1991. By comparison, total employment in 1982 represented 248,000 compared to 295,200 employed in 1991.

LOOKING AHEAD

As 1992 progresses, lower interest rates should provide a boost to both housing demand and to consumer spending. Moreover, recent cuts in U.S. interest rates and a likely reduction in taxes should improve the U.S. growth, in turn helping to further strengthen Canada's performance.

While most economists, including the national banking community do not expect the Canadian economy to slip back into recession, the series of declines in leading indicators emphasize that any recovery will continue to be extremely hesitant, at least during the first half of the year.

While 1991 measured a real growth rate for Canada of about 0.5%, most forecasters predict about a 2.5-4% growth rate for 1992. This projection is supplemented by an estimated 3% inflation, a predicted prime rate (currently 7.7%) nearing 7%, and a possible Canadian dollar decline ranging from \$0.87 to \$0.86 by year-end 1992. By comparison, the 1981-1983 recession recovered much more rapidly at a rate of between 5-6% real growth.

Excerpts sourced (1992) from CIBC's Leading Indicators Report, A Wood Gundy Inc. Economic Outlook, the Report of the Chief Economist of the Bank of Montreal, a Senior Economist Report of the Royal Bank of Canada, and an Economist Survey Report by KPMG Management Consultants.



Business Development

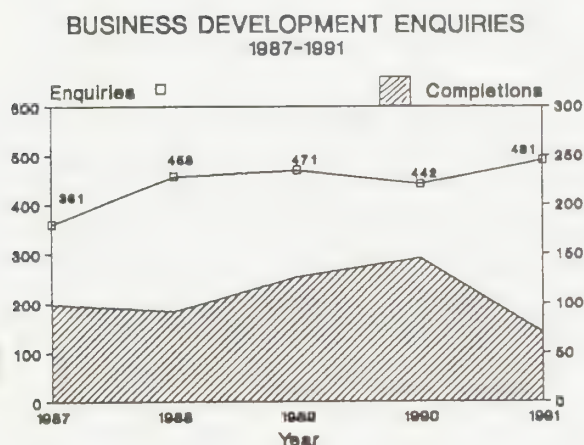
A. BUSINESS DEVELOPMENT

The Region's Economic Strategy remains the foundation for business development tasks and objectives. Recently, an updated Regional strategic planning process has begun to complement economic development strategies recently initiated by certain local municipalities and consistent with the vision statement and framework of the Region's Task Force on Sustainable Development.

BUSINESS DEVELOPMENT ACTIVITY HIGHLIGHTS

Client Service Enquiries Summary - 1991

<i>Indicator</i>	<i>Local</i>	<i>External</i>	<i>Total</i>
Enquiries	346	145	491
Files Completed	56	13	69
Jobs Created	301	114	415



Visitation

Visitation is vital to the Department's Business Retention and Expansion Program and further enables staff to monitor new activities and identify services required to strengthen the Region's economic base. In 1991, staff completed 346 visits to local businesses.

Company Successes

Liaison and communication with local business and industry, whether generated through the departments visitation program or as an enquiry follow-up, is a high priority for Business Development staff. Primary activities in this area include: providing marketing assistance; helping companies to overcome regulatory and financial barriers; facilitating joint-ventures and other partnering arrangements; and communicating investment opportunities. Examples of successes involving interaction with local companies include:

Castings Manufacturer - Hamilton

Staff arranged a strategic alliance between a Hamilton-based company and Chesapeake Specialty Products of Baltimore, Maryland. The Hamilton company manufactures replacement parts for shotblasting machines and the Baltimore firm is one of the largest manufacturers of shotblast on the east coast. As a result of the new technology transfer relationship, each firm will

represent the other company's products in their native country. The Hamilton company will have an additional source of revenue in Canada and now have increased sales through greater market penetration in the US.

Industrial Textiles - Hamilton

While in Chicago, Illinois (1991) and Flint, Michigan (1989) staff identified and visited two companies that were potential joint venture partners for a Hamilton company. Through staff's efforts, the local firm endeavoured to acquire the Chicago based company and is presently involved in negotiations concerning production work and marketing arrangements with the Flint based company.

Machine Shop - Stoney Creek

Staff assisted this company in sourcing and securing financial assistance for specialized machine skills training for company employees. Staff also identified a number of potential markets through contacts in the mining and pulp and paper industry in Northern Ontario. A referral was also made to Canadian Consulate in Buffalo regarding potential export and major project opportunities in the United States.

Trucking Firm - Hamilton

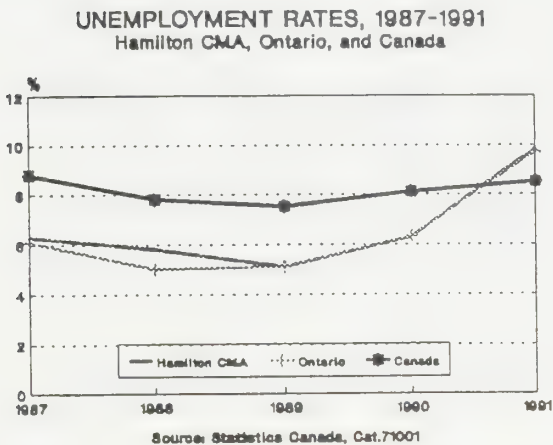
Staff was contacted by a local trucking company and informed of a problem they had in regard to tonnage quotas in trucking a certain product into the Cleveland, Ohio market area. Staff made several calls to U.S. Consulates and Department of Transportation Officials in Cleveland, Ohio and Pennsylvania. Information was acquired concerning routing, axle regulations, permit requirements, applications, and appropriate contacts. As a result of staff's efforts, special permits have been obtained by the Hamilton company which can now serve the need of local steel makers more effectively.

Concrete Form Manufacturer - Flamborough

In 1990-1991, staff worked extensively with this company to keep them in the Region by relocating them to Flamborough. In relocating, the company encountered unforeseen problems (with respect to operating noise levels) with a neighbouring resident and the Ministry of Environment (MOE). In response, staff worked closely with the Town of Flamborough, MOE, and the company's engineering consultants. Consequently, the company has initiated several measures to reduce ambient noise levels and is proceeding with development plans.

A. BUSINESS DEVELOPMENT

LOCAL MARKET EMPLOYMENT



Labour Force

Statistics Canada reports that the active labour force for the Hamilton CMA decreased from an average of 337,400 in 1990 to 327,500 in 1991, while the number of people employed also decreased from 316,000 to 295,200. At the end of 1991, an average of 32,200 people were out of work, accounting for an annual average unemployment rate of 9.8%. This rate is significantly higher than the national average, but consistent with the province's average of 9.7%.

Reported Layoffs

With the deepening recession, staff devoted considerable time in 1991 to business retention activities. By year end, staff assisted in expansions, retentions and relocations affecting a total of about 830 jobs. Although it is difficult to acquire complete data regarding Regional layoffs, 3,864 jobs were reported to be effected by significant layoffs in 1991 (see Supplemental Report, Table 17). Of these, 150 corporate re-employments were reported.

In view of the substantial rise in unemployment (approximately 11,200 persons) from 1990 to 1991, total layoffs are expected to be significantly higher than the numbers noted above. Staff estimate that if complete data were available, including retail sector and temporary layoff records, total layoff figures may be close to double that reported.

LOCAL MARKET ACTIVITIES

Business Receptions Hosted

The Department hosted formal receptions locally to credit local business achievement, increase the profile of the Region, and further promote opportunities to area developers, industry and investors. These included:

- 4th Annual ICI Developers (100 attended), February
- 2nd Annual Flamborough Economic Development Reception (100 attended), May
- Co-sponsor of Construction Industry Conference (60 attended), May
- 4th Annual Business Appreciation Night (300 attended), June
- Environment Commitment Awards (200 attended), September
- CAN/USA Trade Fair Opening Reception (400 attended)
- Stelco/Mitsubishi- Z Line Opening (150 attended)

Receptions Attended

To foster closer relations with the business and realty communities, staff participated in the following functions and receptions:

- Hamilton and District Chamber of Commerce "Outstanding Business Achievement Awards" Banquet
- Hamilton and District Chamber Annual Meeting
- Stoney Creek Chamber of Commerce Annual Meeting
- Flamborough Chamber of Commerce Annual Meeting
- Burlington Advertising and Sales Club Achievement Awards
- Burlington Realtor's Reception
- Hamilton Builder's Association- President's Address

Seminars

Informative seminars and workshops attended locally included:

- Royal Bank Economic Development Officers' Workshop (February)
- Ontario Hydro Energy Retro-Fit Seminar (February)
- Italian Vice Consulate Investor Entrepreneur Program Seminar (February)
- Panell, McGillivray, Kerr and Partners Business Opportunities Seminary (March)
- Business Opportunities in the Environment Symposium (September)
- Innovation Ontario (June)
- Ontario Skills Development Seminar (June)
- Adult Basic Education Association Seminar (June)
- Mohawk College Business School Entrepreneur Seminar (September)
- Appraisal Institute of Canada- Hamilton Chapter Seminar of Property Values (October)

Presentations

Staff made presentations to or participated in issue-specific meetings with the following groups:

- Ontario Hydro (re: Industrial/commercial development and hydro servicing)
- Group of bankers, accountants, and financial planners (re: investment opportunities)
- Hamilton District Chamber of Commerce (re: Hamilton Airport cargo and freight)

A. BUSINESS DEVELOPMENT

- Independent Business Solicitors (re: investment opportunities)
- Canada Employment Centre (re: employment needs/opportunities)
- Industrial/ Commercial Realtors (re: realty opportunities)
- Business leaders of the Mountain and Stonechurch Industrial Parks (re: Red Hill Expressway)
- Scott Park High School Grade 13 Geography Class (re: Red Hill Expressway)
- AM Rotary Club (re: Airport Development Activity)

Trade Shows

Staff participated in organizing the following local trade shows in order to offer support for local initiatives and acquire information:

- The Technology Engine 1991 (February)
- Business Opportunities in the Environment (Sept.)
- A.P.A.A.- Hamilton Automotive Parts Show (April)
- The Canada/US Free Trade Fair (October)
- Small Business Development Seminar/ Trade Show (October)

Municipal Government Liaison

To improve communication networks with area municipalities and in response to increased support for community-based economic development approaches, staff are reviewing the Department's role and are strengthening information linkages and reorganizing to better address municipal needs. New activities in this area include participation in economic development strategic planning processes initiated locally in both Flamborough and Stoney Creek.

Newsletter

Four issues of **SKYLINE** were published in 1991. The newsletter serves as an important link with the business community and governments locally, provincially, nationally, and internationally. The newsletter is used as a tool to profile the Region's successes and announcing upcoming developments and opportunities.

Direct Mailing

Staff undertook the following direct mailings in response to local information needs:

- Downtown enterprises (re: expansion/relocation assistance)
- Accountants, lawyers, bankers (re: investor/entrepreneur program, branch network financial opportunities, and the "Business Opportunities" brochure)
- Automotive parts manufacturers (re: offering business opportunity assistance and informing of the SAE International Exposition held in Detroit)

A.

BUSINESS DEVELOPMENT

EXTERNAL MARKET ACTIVITIES

Trade Missions

Attending receptions hosted by foreign trade delegates is an integral part of the Region's efforts to: prospect new opportunities (through technology transfer, partnering, and strategic alliances); increase exports; and encourage investment in local businesses. Staff visited:

- Germany (Staff)
- Hamilton's Japanese Twin City- Fukuyama and Taiwan (Councillor Don Granger, staff and local businesses)
- U.S. West Coast Markets- Los Angeles, San Diego, Santa Barbara (Staff and a group of Ontario and Federal Government Representatives)
- Germany/ France/ U.K. (Staff)

Hosting Foreign Delegates

Hosting receptions and organizing presentations and tours for foreign delegates is a critical aspect of the Region's international activities promoting local economic development. Regional and Department staff hosted tours and organized presentations for the following delegates:

- Penza Delegation (of the former U.S.S.R.)
- Fukuyama Delegation, Chamber of Commerce fifteenth anniversary (Japan)
- Nordrhein-Westfalan Delegation (Germany)
- A delegation of Japanese business representatives interested in exploring joint venture opportunities with Regional companies

Trade Shows-Exhibited

Presenting the Region's opportunities to foreign investors and manufacturers is an important means of fostering business and investment to the Region. The Region exhibited at the following expositions:

- Society of Automotive Engineers (SAE) International Exposition (Detroit), Feb.
- Flint, Michigan (Twin City) Chamber of Commerce Annual Trade Fair (Flint), April
- The National Business Show (Toronto), May
- ICI at UDI '91 Industrial Realtors Show (Toronto), May
- Pittsburg High Technology Show (Pittsburg), Oct.

A. BUSINESS DEVELOPMENT

Seminars and Conferences

Keeping informed of business opportunities, regulations and standards for carrying on business under new economic alliances in Europe and the Far East is an important activity of the Economic Development Department. Informative seminars and special-purpose meetings attended by staff included:

- Industry, Science and Technology's "Competitive Edge" seminar (Toronto), Jan.
- MITT's Quality Control Seminar (Burlington), March
- Financial Consulting Seminar- United Financial Corp. (Toronto), March
- Strategic Planning Seminar (Ottawa), April
- Cross Border Shopping Seminar (Niagara Falls), April
- Financial Planning Seminar- Triathlon Financial Services Ltd. (Toronto), May
- The Association of Airport Related Communities (Washington, D.C.), June
- Canadian Airlines International New Products Seminar (Toronto), June
- The American Economic Development Council- Economic Impact Seminar (Dallas, Texas), September
- Conrail Industrial Development Investment Prospect Meeting (Buffalo), Oct.

The Region was also represented at the following Conferences:

- O.I.D.C./ EDCO- spring, summer, fall sessions
- Business Partnership Symposium (Rochester)
- MITT Investment Conference (New York)
- Canadian Consulate Investment Conference (Rochester)
- IDAC (Los Angeles)
- Competitive Edge Manufacturing Seminar (Toronto)
- IDAC (New York)
- Open Skies Air Deregulation Conference (Toronto)
- IDAC (Regina, Sask.)
- MITT Medical Technology Conference (Chicago).

Trade Shows-Attended

- Hannover Industrial Fair (world's largest), Germany
- Pollunove Environmental Trade Fair (recycling/environmental business opportunities), France
- Metalform '91 (Precision Metal Forming), Chicago, U.S.
- National Foodprocessor's Show, Chicago, U.S.
- Medica (bio-medical), Germany
- Tokyo Machinery Show
- Automotive Parts & Accessory Association Show, Chicago
- Transfreight Air Cargo Show, Montreal
- Canadian Machine Tool and Trade Show, Toronto
- SIOR Trade Show, Toronto
- CNC Technology Show, Toronto

Direct Mail Networking

Staff distributed information packages profiling the Region to contacts generated while exhibiting and participating in various Trade Shows and Conferences noted above, including:

- The National Business Show
- The Business Partnership Symposium
- ICI at UDI '91 Industrial Realtors Show

A. BUSINESS DEVELOPMENT

SPECIAL PROJECTS

Business Advisory Centre (B.A.C.)

The Regionally-funded B.A.C. assists and counsels entrepreneurs and small businesses in the Region. Staff of the Economic Development Department have ongoing communication with and often work in cooperation with the B.A.C..

<i>Tracking Indicators</i>	<i>1988</i>	<i>1989</i>	<i>1990</i>	<i>1991</i>
Information enquiries	1,661	3,549	3,667	3,905
Phone Consultations	415	358	400	450
Consultation Appointments	343	406	370	291
Start-up Kits Distributed	1,0401	2,551	1,961	2,072
Entrepreneurs Starting up	546	441	465	429

Greater Hamilton Technology Enterprise Centre - GHTEC

Fall construction plans have been delayed due to a zoning by-law appeal to the Ontario Municipal Board. The appeal is expected to be resolved in 1992 with construction to follow imminently.

Business Opportunities in the Environment

The Region's second annual symposium was held in September to promote local business opportunities aimed at sustaining the environment. More than 125 delegates attended the Symposium which included twenty-five exhibitors and presentations on environmental opportunities from government, academia and industry.

Awards and honourable mentions were presented to local businesses at an Environmental Commitment Awards banquet held in the evening following the symposium. The banquet was attended by 200 persons.

Business Park Feasibility Studies

i) Food and Beverage Park

Peat, Marwick, Stevenson, Kellogg continued their investigation of the potential for establishing a specialized business park dedicated to the food and beverage industry. Phase II of the study was completed. An East Mountain site is the approved location for the park. Preliminary site negotiations have commenced.

ii) Environmental Technology Park

A study by KPMG revealed that an Environmental Business Park is not a viable development for the Region. Despite these findings, the Economic Development and Planning Committee recommended that a marketing strategy be developed for Hamilton-Wentworth's Environmental Sector. The proposed marketing strategy was submitted by year-end. Implementation initiatives will be incorporated into the department's overall marketing plan.

Airport Marketing Plan

Considerable efforts have been taken to date to capitalize on business development projects in the vicinity of the airport. To complement these efforts, staff prepared a marketing plan in 1991 to specifically promote development at the Hamilton Airport.

Confederation Park Hotel

Staff distributed a marketing package in 1991 to hotels, banks, investment houses and other businesses as well as placed ads in the Hamilton Spectator and Globe and Mail calling for Hotel development proposals. Minimal interest was expressed for the Confederation Park Hotel project. Staff will continue to seek potential investors in 1992.

Canada Steel Science and Technology Centre

An active steering committee comprised of representatives from business, education, and labour has directed developments pertaining to the proposed Steel Centre for the Region. Pursuant to the consultant's recommendation, the committee is endeavouring to facilitate the development of this centre along the waterfront.

Efforts to involve the Canadian Steel Industry, CN Railway, and the general population are underway with the development of an architectural rendering, marketing video and brochure. The promotional campaign will include presentations to local and Canada-wide steel industry representatives as well as Federal, Provincial, and local governments.

A.

BUSINESS DEVELOPMENT

CAPIC

Staff continued to assist and advise the Hamilton Central Area Plan Implementation Committee (CAPIC) in pursuing their mandate of updating, revising and monitoring the Central Area Plan.

BLUAC

As an advisory group to the City of Hamilton's Planning and Development Committee, the Business Land Use Advisory Board (BLUAC) continued to examine land use concerns within the City of Hamilton affecting business and advised of anticipated impacts.

Sustainable Development Task Force

On March 5, 1990, Regional Council established the Terms of Reference for a Task Force on Sustainable Development. The Task Force is exploring the concept of Sustainable Development as the basis for review of the Region's Official Plan and Economic Strategy. Further, the group has articulated a Vision 2020 statement which will act as a framework for guiding future development in the Region in an environmentally sensitive manner. Staff continue to assist and advise the Task Force, Technical Advisory Group and Implementation Teams in pursuing their mandate.

Development Co-ordinating Committee

A special Committee has been formulated comprised of senior staff which assesses Regional issues related to land development, such as: development charges, capital budget expenditures, major regional projects, and related activities. Reports from the Committee are often directed to the Region's Management Team for review and possible follow-up policy amendment recommendations.

A.

BUSINESS DEVELOPMENT

Area Municipality Marketing Initiatives

Flamborough

Special emphasis to market Flamborough was continued. Staff participated on a newly-established Economic Development Task Force for Flamborough which led to the preparation of a draft of the Town's first Economic Development Strategy. The Region contributed \$3,000 to the Town of Flamborough toward this project. The strategy will be ongoing in 1992 and is anticipated to be complete by February, 1993. A Marketing Strategy is also being prepared for Flamborough (expected to be complete by June, 1992).

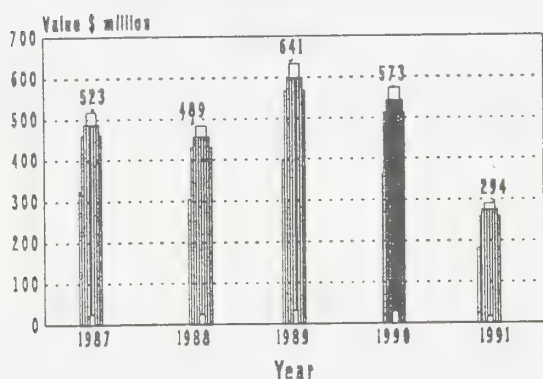
Stoney Creek

The Town's proposed Economic Development Strategy and Marketing Plan have been delayed to 1992. In 1991, staff were involved with other related projects which evolved out of the Town's 1990 Marketing Plan. These included: a coloured community profile brochure, and implementation of the "gateway" concept to enhance the Town's visual identity at key entrances to the Town.

A. BUSINESS DEVELOPMENT

CONSTRUCTION AND DEVELOPMENT

TOTAL REGIONAL BUILDING PERMITS
Annual Comparison, 1987-1991



Building Permits

The weak performance of the Ontario economy is reflected in the drop in building permit activity which totaled \$294 million in 1991, a 48.7% decrease from 1990. This lag in development activity occurred in all sectors influenced by a high Canadian dollar, low consumer confidence and growing uncertainty for investing in the North American economy. Major projects or developments in 1991 included: Stoney Creek's new city hall, hospital constructions or additions, alterations to Mohawk College in Hamilton, Bay Concrete in Flamborough, Flow-Keen Tech. Ltd. in Stoney Creek, the completion of the Stelco Z-Line, and two golf Clubhouse facilities in Flamborough.

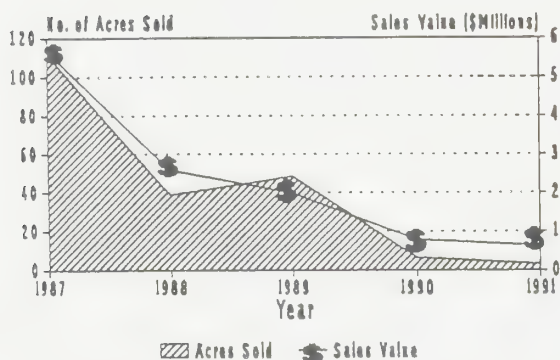
Housing Starts

Low consumer confidence, high mortgage rates and economic uncertainty limited housing construction in the Region in 1991. By year-end, total housing starts amounted to 1,515, a significant (36.4%) decrease from 1990.

Residential Real Estate Sales

Despite current economic times, the resale housing market experienced steady growth in 1991. By year-end, 36,187 listings were reported by the Metropolitan Hamilton Real Estate Board, a slight decrease (0.14%) from 1990. Total sales increased to 8,350 from 7,745 in 1990. Value of sales also increased from \$1,299.3 to \$1,356.9 million.

INDUSTRIAL LAND SALES
Acres Sold/Sales Value



Regional Business Park Sales

A lagging economy and the Red Hill Creek Expressway announcement severely depressed Regional industrial land sales in 1991. Only 1 transaction involving a 3.43 acre site in Ancaster was approved by Council. The Expressway impact was dramatically illustrated by previous purchasers requesting extensions to their required construction commencement dates. Also, two former purchasers terminated their agreements in 1991.

A.

BUSINESS DEVELOPMENT

Regional Business Park Development

i) Ancaster Business Park

One sale involving 3.43 acres was approved. Phase III (20 acres) is available for sale and development. Phase IV is under construction.

ii) Dundas Business Park

Staff is negotiating the sale and development of this strategic 12 acre site situated near the Olympic Drive/Cootes Drive intersection. Development of the site is expected to be delayed due to development restrictions and regulations encountered by prospective investors.

iii) Hamilton Mountain Industrial Park #2

Due to poor economic conditions and setbacks concerning the Red Hill Creek Expressway, all of the previously purchased lots have been returned to the Region. Staff are negotiating with two different purchasers for municipal-related projects.

iv) North Glanbrook Business Park

The Region's holdings in this area (52 acres) are not expected to be developed prior to 1993.

v) Stoney Creek Business Park

Staff are preceeding with a special "gateway" study involving a key site with QEW exposure. The project will be part of the Stoney Creek Marketing Plan and efforts to promote development in the Business Park.

vi) AEROPARK - Greater Hamilton Airport Business Park (Glanbrook)

Acquisition of the former Mount Hope Golf Course was finalized in June. The subdivision and zoning applications were submitted and approved and engineering design for Phase I is nearing completion. Construction is expected in the spring of 1992.

The GHTEC is the lead tenant for AEROPARK although staff have recently generated a number of enquiries from prospective buyers.

A. BUSINESS DEVELOPMENT

vii) PARKMED - Greater Hamilton Healthcare/Medical Technology Business Park (Flamborough)

Pursuant to Regional Council direction, an offer to purchase a preferred site in Flamborough was submitted in late 1991. Preliminary planning, design and engineering for the project is expected to commence in 1992. PARKMED is a critical component of the Town's strategy to market the 560 acre Business Park. The concept will be marketed through a 1992 Marketing Strategy for the Town and recommended Strategy Task Force Action Plans expected to evolve out of the Town's Economic Development Strategy.

Timing for the construction of PARKMED will be consistent the expected (May, 1992) completion of the Borer's Creek storm and sanitary sewer project and other trunk services for the Flamborough Business Park. Regional financing was committed in 1991 for hydro installation and the upgrading of regional roads and transportation system plans for the park.

vii) Food and Beverage Business Park (FBBP)

Regional Council authorized staff to negotiate an agreement to develop this special FBBP in conjunction with a private landowner. The site in question, the southeast corner of Rymal Road and Glover Road, is currently anchored by the Fortino's head office and food distribution centre.

SUPPORT MATERIAL

Advertising

Local Placements:

- Better Business Bureau
- Flamborough Chamber of Commerce Directory
- Hamilton & District Chamber of Commerce Panorama
- Hamilton & District Homebuilders Association Directory
- Hamilton Heart and Stroke Foundation Magazine
- Hamilton Law Association (Articling Brochure)
- Hamilton Report Magazine (five placements)
- McMaster Times
- Stoney Creek Chamber of Commerce

External Placements:

National:

- Business and Finance in Ontario
- Canadian Business
- Financial Post Magazine
- Financial Post-Weekly (Special Report)
- Moving To and Around Toronto Magazine (May)
- Real Estate Developers Association
- Toronto Office Guide
- Nacore Directory

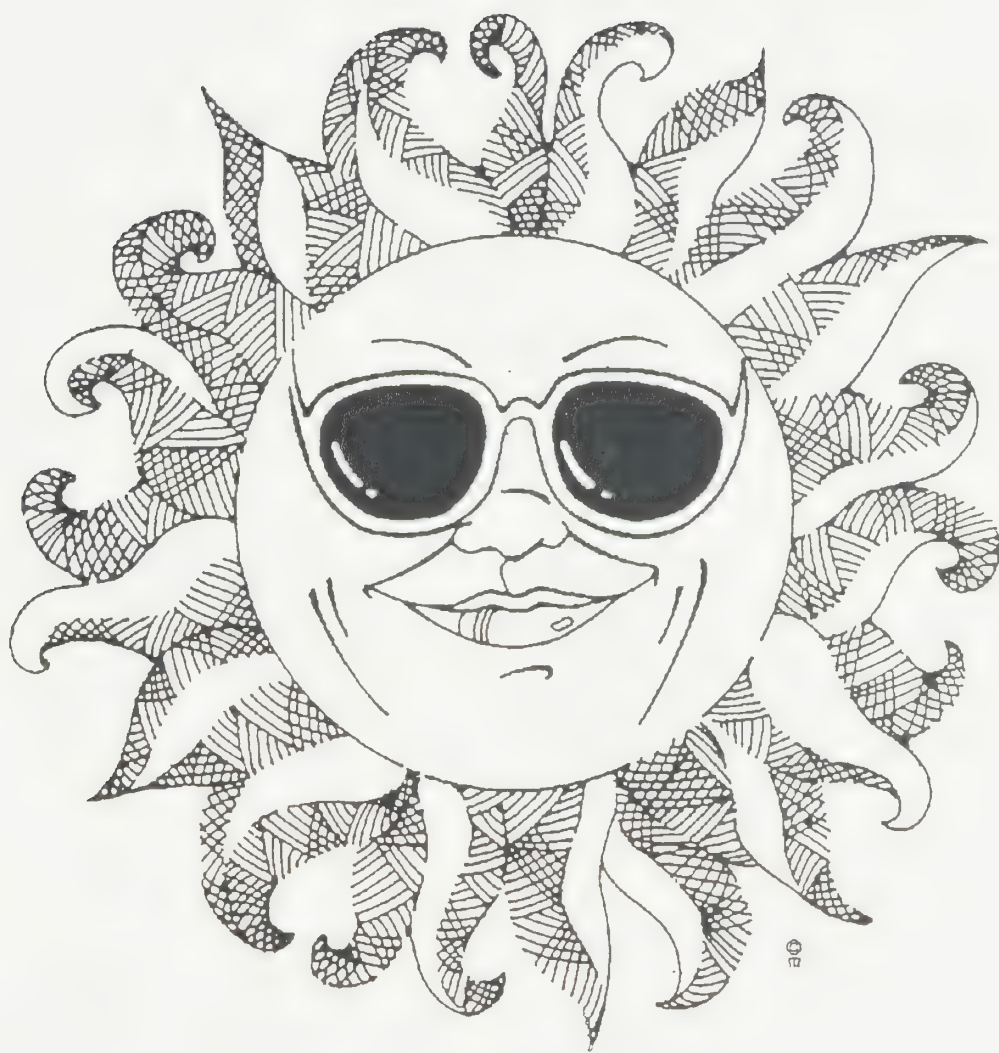
International:

- Area Development (U.S.A.)
- Canada Journal (Europe)
- Dynamic Business (U.S.A.)
- El Alhram (Middle East)
- Executive Report (U.S.A.)
- Investment Canada (Europe)
- Pennsylvania High Technology Directory
- Society of Industrial and Office Realtors

A. BUSINESS DEVELOPMENT

Promotional Reports and Materials

- Greater Hamilton, The Right Place, The Right Time Colour Brochure (revised)
- Executive Summary (revised, translated) Brochure
- Business Services (revised, translated) Brochure
- 1990 Annual Report
- 1991 Midyear Report
- Update of Regional Community Profile
- Flamborough Colour Brochure
- Stoney Creek Colour Brochure
- Skyline (four issues)
- Business Opportunities in Environment Brochure/Registration Kit
- Environmental Commitment Award Brochure/Application Kit



Tourism & Conventions

B. TOURISM AND CONVENTIONS SERVICES

TOURISM

The tourism mission is to increase the number and length of stay of visitations to Greater Hamilton generating more revenues for the community.

Tourism remains Canada's fastest growing industry with strong economic performance and promise of growth. Over 40,000 people are employed directly and indirectly in the hospitality industry in the Region.

Motorcoach tours and visitor inquiries are up significantly over previous years. Hotels, restaurants and attractions reported a good spring and fall. With a new marketing plan, and the co-operation of the local hospitality industry, the word on Greater Hamilton is getting out.

Five tourist information centres are now in operation. The downtown centre operates on a year-round basis to provide information to tourists, convention delegates and local residents. The newest location at Fifty Road at the eastern edge of the Region is providing valuable awareness to our Region.

Local Marketing Programs

Advertising

Our new Tourism Campaign for 1992 was based on the continuation of the theme "Stay" with the target to encourage residents and tourists to stay longer and stay home approach. The campaign features visuals with headlines that draw readers into the copy. The main visual element is a family group enjoying togetherness and their vacation. See Supplemental Report.

Support Material

Brochures which address target groups have been produced and are distributed on a regular basis. They include the tourism lure brochure, dining and accommodation guides, the Group Planners Guide for tour operators, flat maps and an Events Calendar. The Events Calendar has been upgraded to brochure type presentation. Also, a newly designed Tourism Info Map was produced in conjunction with the Downtown B.I.A. and City of Hamilton.

B. TOURISM AND CONVENTIONS SERVICES

Direct Sales Support

1. Tourism Awareness Week

The kick-off press conference and tray race were held in Gore Park in conjunction with the Downtown B.I.A..

The "Greater Hamilton on Display" Marketplace was held at Eastgate Square on Saturday, May 18 and featured exhibits by many of the attractions, facilities and special events from Greater Hamilton.

Front-Line Hospitality Reception lunch was held on May 13 at the Royal Connaught Hotel for approximately 300 front-line employees from hotels, restaurants, taxi companies, etc. Senior staff from the tourism/hospitality industry acted as hosts. Awards were presented to the Outstanding Hospitality Employee, Taxi Driver of the Year and to Special Events personnel. The Regional Chairman, R.J. Whynott, and Councillor Don Ross, Chairman of Economic and Planning Committee, and Councillor Don Drury, Chairman of the Taxi Advisory Committee were on hand.

The open houses held at area attractions and hotels on Saturday, May 18 and Sunday, May 19, were attended.

A new feature for tourism week was "Chefs Celebrate Greater Hamilton". Recipes were submitted by many of the Region's outstanding chefs and featured products produced or grown locally. These recipes were featured in the Spectator's Food Section during Tourism Week.

2. Toll-Free Number (1-800-263-8590)

These lines are in place to receive calls from Ontario and border states from 9:00 a.m. to 8:00 p.m. daily. The Department is investigating the possibility of expanding the number farther south into the United States.

3. Brochure Distribution

The tourism brochures, dining and accommodation guides and maps were distributed at all Regional Tourist Centres, automobile clubs and selected Canadian Consulate offices located in foreign destinations. Brochures were also distributed in western New York State and southwestern Ontario by a distributing company.

B. TOURISM AND CONVENTIONS SERVICES

4. Tourist Information Centres

Regional tourist information centres at the Royal Botanical Gardens and African Lion Safari will be open from June 9 until Labour Day. The downtown centre located at 127 King Street East operates on a year-round basis. This location has proven very helpful to tourists, conventions and local citizens. A new centre located at Fifty Road, just north of the Queen Elizabeth Highway opened June 3rd. This centre reached a tremendous number of tourists and motorcoach operators approaching our Region from this direction. The centre officially opened May 30, 1991 with the Regional Chairman and Mayor of the City of Stoney Creek, Bob Hodgson. This year 21,485 people visited the tourist centres during the summer months (see D.2.1).

Eight student counsellors were hired by the Department and appropriately trained to staff tourist information centres. One counsellor was provided through a Federal SEED program, one counsellor by Festival Country and six counsellors by the Region.

Volunteers

The Department continued to require the support of the Lady Hamilton Club to assist with servicing visitors at the downtown tourist information centre, conventions and special events. The Lady Hamilton Club celebrated their 20th Anniversary on March 17 and a dinner was held in their honour. In 1991, the club members donated a total of 5,890 1/2 hours to the Region.

External Marketing Program

Familiarization Tours

Familiarization tours were conducted in 1991, to showcase Greater Hamilton to tour operators. The local hospitality industry participate in these ventures. See Supplemental Report (D.2.3) for details.

Tourism Marketplaces

Japan Promotion

Staff accompanied by Mayor Don Granger, of the Town of Flamborough and local representation from the hospitality and business community, promoted Greater Hamilton through separate meetings and receptions with tour operators and trade

B. TOURISM AND CONVENTIONS SERVICES

industries. Several key contacts and initiatives from the delegation created good prospective relationships with major tour wholesalers.

As part of the mission to Japan, the delegation also visited the Twinning City of Fukuyama. The mission focused on the promotion of Greater Hamilton in both tourism/trade aspects. Staff anticipated very high results from this mission.

Staff attended the Japan Association of Travel Agents conference in Tokyo, November 25 - 28. With the assistance of the Ontario Ministry of Tourism & Recreation personnel in Tokyo, staff was able to meet with many of the major Japanese tour operators. Many of the operators requested specific information and it is anticipated that increased business will result from this conference.

World Travel Market, London, England

In November, in co-operation with Canada Coach Lines, the Royal Connaught Hotel, and the Sheraton Hotel, staff attended this marketplace to promote Greater Hamilton to over 30,000 travel agents and tour operators.

National/Provincial Tourism Markets

Staff attended 14 national/provincial marketplaces in 1991. Response was excellent. See Supplemental Report (D.2.2) for details.

Motorcoach Statistics

During 1991, 1702 motorcoach tours have been reported to our Department. This is an increase of 2.4% over 1990. The majority of these tours originated in Ontario, New York, Pennsylvania, Michigan, Quebec and New England.

Tourism Statistics

A tourist is defined as one who travels 25 miles or more from his/her home to visit an attraction, special event, restaurant, accommodation, etc.. Based on records of tourists visiting our tourist information centre, special events, accommodations and restaurants, it can be estimated that approximately 2.49 million tourists visited the Region, generating approximately \$240 million into the community.

B. TOURISM AND CONVENTIONS SERVICES

CONVENTIONS

Local Marketing Program

Convention Services' mission is to increase the number of "city-wide" conventions (those utilizing two or more hotels) booked into Greater Hamilton and give good quality service to confirmed conventions to foster rebooking.

In 1991 there were Conventions in Greater Hamilton bringing delegates and attendees that generated over \$ million into the Region's economy.

There were Convention Bids prepared by the department. Sales efforts were augmented by direct mailings, media advertising, sales calls and marketplaces and tradeshow attendance. Representatives of associations were given site inspections and several association executives have been extended invitations to look over convention facilities in Greater Hamilton.

The major sales and ad campaign has been focused on the awareness to our community and location. A major ad campaign has been initiated targeting local markets. It was designed to increase awareness of the Region's convention facilities and services offered to convention organizers by our department. Residents are encouraged to bring their convention to Greater Hamilton. Ads have been placed in local publications and in transit shelters. A locally produced television commercial also supported this program.

Ads targeting provincial and national markets have been placed in Trade magazines and publications focusing on the strength of Greater Hamilton's location.

Initiatives of local members of national, provincial and international associations, along with the strong support of our hospitality partners worked together with the Department to solidly position Greater Hamilton in the conventions market.

Advertising

New Convention ads have been developed. National ads blend with the overall campaign and feature a convention theme night and distinct points on location, service and attitude. New Convention ambassadors are featured in the local campaign.

B. TOURISM AND CONVENTIONS SERVICES

Direct Sales Support Programs

Brochures

Convention marketing brochures, as well as the "Attitude" Convention Kit, have been redesigned, namely the "Greater Excitement" lure brochure has been redesigned to incorporate the new theme of the "The Right Place, The Right Time". The accommodation, dining guides and the "Be A Convention Ambassador" brochures were used in bidding for conventions, direct mailings, response to prospective client inquiries and special promotions and servicing.

Newsletter

The Tourism and Convention Services Skyline was published and distributed twice this year. Included in it were convention related articles of interest as well as information on upcoming conventions and details of conventions already held. These publications were distributed to representatives of the local hospitality industry, Provincial and Federal tourism agencies and to over 300 selected association executives.

Data Bank

Files continue to be updated and qualified as bonafide leads. These computerized listings enable staff to work efficiently and effectively in soliciting convention business by providing timely and updated information, qualified mailing lists and targeted market reports.

Sales Calls

Staff have made sales calls on a regular basis to association offices in Toronto, Ottawa and the surrounding areas.

Convention Ambassador Awards Marketplace/Reception/Banquet

In its fifth year, the Annual Convention Ambassador Award Marketplace/Reception/ Banquet was held as part of Convention Ambassador Program, on October 2, 1991 at

B. TOURISM AND CONVENTIONS SERVICES

Carmen's Banquet & Convention Centre. This award is an acknowledgement to local citizens who have been instrumental in convincing their Association to hold a Convention in Greater Hamilton.

The Organizing Committee consisted of representatives from the Tourism and Convention Services, H.E.C.F.I., Sheraton Hamilton, Royal Connaught Hotel, Holiday Inn Hamilton, Journey's End, Hamilton & District Chamber of Commerce, Carmen's and About Town Meeting Planners.

101 Convention Ambassadors were honoured at an elegant Reception and Banquet at Carmen's. In 1991, it was decided to change the framed Awards certificate to an acrylic award. This was accepted graciously and many compliments were received.

Convention Attendance Building

Association Executives have found that personal efforts to promote the locations, facilities, attractions and program of future conventions dramatically increases attendance and creates a positive image for the City and Convention Planners. Recognizing this important aspect, Convention Attendance Building has become a very important and attractive incentive offered to selected Associations.

Attended 10 Conventions booked to be held in the Region in 1992 (see D.3.2).

While Attendance Building in 1991, staff on occasion were able to successfully promote two Conventions at one Conference. For example, even though staff were promoting the Ontario Pharmacists Association Convention to be held in 1992, attendance was also built for the Commonwealth Pharmaceutical Association Convention held in August 1991. Similarly at the O.A.S.B.O. Convention in Toronto staff were able to create interest in the O.M.C. Committee Convention, a separate body associated with O.A.S.B.O.

Further, while attending these Conventions, staff continually meet delegates who are members of other Associations which may consider holding their Convention in Hamilton at a later date.

Several Associations were assisted with promotional literature, brochures, displays, weepils, pins, banners and audio visual or

B. TOURISM AND CONVENTIONS SERVICES

slides for the purpose of attendance building by their own committee members (see D.3.3)

Convention Servicing

Up to December 31, 1991, Convention Services assisted approximately 196 Associations holding their Convention in the Region. It was estimated that approximately 78,245 delegates attended these Conventions. In addition approximately 293,288 spectators attended Special Conferences. The number of spectators have increased considerably due to the number of religious groups holding their conferences here, as well as the Labatt Brier, Landscape Ontario, The Ontario Garden and Flower Festival, the Canada/U.S. Trade Fair, etc.

Visitor information and registration booths were set up at the Hamilton Convention Centre, downtown hotels, Mohawk College, Redeemer College and McMaster University to provide Convention delegates with brochures, maps and general information on the area. It is interesting to note that in 1991 volunteers have provided many additional hours of registration assistance at conventions. This has assisted the Convention Planner in keeping administrative costs lower.

Convention Planners were assisted with spousal/children program, tours, theme nights, media arrangements, transportation, daycare for delegates families, computer registration programs, grant application requests, audio visual/slide presentations, promotional literature requests, staffing registration and information booths.

The following Convention requested our assistance for housing delegates at their Convention:

- Lions Club - 3,000 delegates
- Council for Exceptional Children - 3,000 delegates
- Ontario Library Association - 1,200 delegates

The Computerized Registration Program was provided to the following Associations:

- Ontario Recreation Society
- Ontario Provincial Council of Labour
- Canadian Association of Nurses in Independent Business

B. TOURISM AND CONVENTIONS SERVICES

17. Society of Manufacturing Engineers
18. International Municipal Signal Association
19. Ontario Federation of Agriculture
20. Young Drivers International Conference
21. Ontario Non-Profit Housing Association
22. Nursing Educators of Canada
23. International Plowing Match & Farm Machinery Show
24. Canadian Country Music Association
25. Recycling Council of Ontario
26. International Police Association World Congress
27. Tourism Industry Association of Canada
28. Ontario Liberal Party Leadership Convention
29. Commerce Societies Round Table Conference
30. Ontario Tracking Association
31. Canadian Christian Festival
32. Canadian Organization for Campus Activities
33. Optimist's International
34. New Democratic Party of Ontario
35. Canadian Association of Laboratory Animal Science
36. Canadian Football League 1992 Draft
37. Canadian Library Association
38. Cardinal Mindszenty Foundation
39. Human Factors Association
40. Kinsmen/Kinette National Convention
41. Mennonite Economic Development Association
42. National Congress of Italian Canadians
43. Ontario Funeral Services Association
44. Ontario Municipal Recreation Association
45. Ontario Society for Environmental Education
46. Society of Management Accountants of Canada
47. Specialty Advertising Association of Canada
48. Toronto Chapter MPI Educational Conference

Site Inspections

Association executives were invited to meet with representative of our department and our hospitality industry to see what Greater Hamilton would offer their conference.

Site Inspection January 1991 - June 1991:

1. Canada - US Trade Fair
2. T.O.P.S. PDR Convention
3. Probation & Parole Officers of Ontario
4. National Judo Championship
5. Lions Club
6. Canadian Museum Association
7. LEOB

B. TOURISM AND CONVENTIONS SERVICES

- International Sertoma Conference - Regional CAN-AM Conference
- Canada Safety Council
- Victorian Order of Nurses
- Crises Workers Association
- Canadian Steel Service Centre
- Canadian Food Service Executives
- National Conference on Disaster Management

Transportation assistance and/or bus passes were arranged for several Associations
(see D.3.1)

External Marketing Program

1. Bid Presentation - Convention Bidding

	1991	1990
Bids submitted	59	52
Successful Bids	21	25
Unsuccessful Bid	9	17
Bids Outstanding	19	10
Secured from previous bids	13	2

Although Tourism and Convention Services have assisted in preparing bids initiated by groups within the Region, the following bids are those initiated and completed by our department.

1. Canadian Home Builders Association
2. Canadian Federation of Engineering Students
3. Canada - US Trade Fair
4. Royal Canadian Air Force
5. T.O.P.S PDR Convention
6. NASBITE
7. Employment and Immigration Canada
8. Brian Lewis Hobby Club
9. Probation and Parole Officers Association of Canada
10. New York Insurance Alliance Incorporated
11. Canadian Union of Public Employees
12. PC Party of Ontario Annual General Meeting
13. Canadian Port and Harbour association
14. Weekend Festivities
15. P.R.I.D.E. National Drug Prevention Association
16. Federated Women's Institute

8. Young Drivers of Canada
9. Canada Watermill Association
10. Eventuality
11. Ontario Plowmans Association
12. The James Robinson Crusade
13. Ontario Library Association
14. Canadian Christian Association
15. Canadian Emergency Physician Association
16. International Optimists Clubs
17. Canadian Association Animal Laboratory
18. Canadian Library Association
19. Human Factors Association
20. Kinsmen/Kinette National Convention
21. Mennonite Economic Development Association
22. Specialty Advertising Association of Canada
23. National Judo Championship
24. Lions Club
25. Canadian Museum Association
26. Loeb - Corporation looking at starting a new business in Stoney Creek but interested in meeting and bedroom facilities for "sales blitz", hiring staff, etc..

Association Marketplaces

Departmental staff attended a Convention Marketplace to market Greater Hamilton as a Convention destination:

- Canadian Consultant Tradeshow in Buffalo, New York.
- Affordable Meetings
- Canadian Society of Association Executives
- American Society of Association Executives

Professional Development

Staff attended the following professional associations conferences to obtain necessary credits towards industry certification while networking with colleagues with similar job responsibilities.

- International Association of Convention and Visitors Bureau (IACVB), Albuquerque, February, 1991
- Ontario Convention and Visitors Association, Toronto, Ontario, February, 1991.
- Association of Convention Operations Managers Professional Development in Boston, January, 1991

B. TOURISM AND CONVENTIONS SERVICES

SPECIAL EVENTS

Local Marketing Programs

Calendar of Events

A clip out calendar of Events for the months of June, July, August, September and December was printed in the Hamilton Spectator.

Greater Hamilton Greater Events Brochure

Events information provided by event organizers was compiled into a colourful bi-annual brochure. The first brochure listing events from January to June 1991 contained 146 separate listing and had a circulation of 25,000. The second brochure listing events from July to December 1991 and contained 152 separate listing and will have a circulation of 25,000. This brochure was distributed through the Regional and Provincial information centres as well as high traffic centres, such as auto clubs, hotels, attractions and airports.

Event listings were placed in publications issued by the department i.e. SKYLINE "Events Update".

Festivals and Special Events Update Committee

In order to effectively facilitate, provide technical assistance and develop the quality of special events in the Region, an Events and Festivals was created. Membership includes 22 festivals, events, fairs organizers and staff from the various area municipality Departments of Recreation. Three new projects were introduced in the early months of 1991. Workshops were scheduled to help educate in the areas of promotion, voluntarism and administration. Our first speaker was Rosalie Wysocki who spoke on getting and keeping volunteers.

The second project was the development of SPECIAL EVENTS RECOGNITION AWARDS. These awards were created to recognize staff and volunteers of Greater Hamilton festivals and special events in order to congratulate them on their contribution to the Region's tourism industry and life style.

The third project was a research document on the "Greening" of greater Hamilton's Special Events. Fourth year Environmental Studies students produced the publication for credit toward their

B. TOURISM AND CONVENTIONS SERVICES

university degree. The document titled Working Toward Greener Special Events outlined "greener" approaches to transportation, waste paper, food waste, food containers, recycling and fostering awareness.

The Events Line

A pre-recorded telephone message listing weekly events, "The Event Line" is made available 24 hours a day at no charge to local 416 area callers.

The "Events Line" phone is 522-7772 and is advertised in the Skyline newsletter, selected newspapers and magazines, tourism signs boards, Greater Hamilton Greater Events brochures, the pixel board at Copps Coliseum and the telephones in local hotel guest rooms.

In order to evaluate this program, a counter was placed on the line to record the number of incoming calls. The first five months results are listed below:

January	299
February	226
March	299
April	373*
May	834

* Starting in the month of April, a small weekly ad was run in the Now Section of the Hamilton Spectator. The "Event Line" was advertised with the telephone number and appears in the paper each Thursday.

In order to provide a better service for the public, the Events Line was replaced by Spec-Tel, an electronic voice recording accessed by telephone. The previous Event Line become cumbersome with the tape running up to ten minutes. SpecTel allows the caller to chose a category and access only the information they require.

SPECTEL	521-5600
Directory	7461
Agriculture	7462
Bazaars & Teas	7463
Exhibitions	7464
Festivals	7465

B. TOURISM AND CONVENTIONS SERVICES

Kids Stuff	7466
Museums	7467
Nature Events	7468
Performing Arts	7469
Parades	7470
Sports	7471

The Greater Hamilton Events Magazine

A 15 minute monthly television show was created, through the assistance of Cable 14, to promote special events in Greater Hamilton. The show is a combination of guest speakers, video and still pictures. Up to three guests are interviewed per show. Other events taking place during the month are listed in text form. The show airs approximately 3 times per month and segments are used as filler. Two shows have been produced promoting events that happened in May and June. Each show is shot in an event location.

May - Royal Botanical Gardens

June - Hamilton Airport

Due to staffing changes at Cable 14 The Greater Hamilton Events Magazine was put on hold until further notice. Cable 14 has decided to pursue a new line of programming for 1992. Staff has offered our assistance.

Articles in Skyline

Feature articles regarding events were published in the quarterly SKYLINE newsletter.

Other events promoting activities include:

Placement of ads in local, regional and boarding U.S. newspapers.

- Direct mail promotion.
- Preparation of public service announcements.
- Radio advertising.
- Attendance at marketplaces and trade shows.

B. TOURISM AND CONVENTIONS SERVICES

Marketplaces

Special Events staff attended:

- The Special Event Seven
- Festivals Ontario Annual Conference
- International Festival Association
- World Travel Mart
- The Regional Special Events Officer was voted to sit as director on the executive for Festivals Ontario.

Local Interface

Christopher Columbus 500th Anniversary

Gathered information from several American State Commissions on their particular celebrations in order to help facilitate ideas for a possible Greater Hamilton Celebration. Established contact with the Washington office and have received confirmation that the Columbus Replica Ships will be sailing to Hamilton Harbour in 1993.

Canadian Country Music Awards

The Canadian Country Music Awards are being held in Hamilton on September 10th to the 15th. Assistance has been given by developing fund raising programs for the Special Events Committee, and serving as a member of the Host Committee.

Spectator Indoor Games

Special Events staff of Tourism and Convention services assisted the Spectator Indoor Games (January 10 - 11, 1991) by providing hospitality services to incoming international athletes.

National Tourism Awareness

Special Events staff assisted the Tourism and Convention section with creating the following events in promoting National Tourism Week (May 13 - 19, 1991):

- Seven local Chefs were challenged to create recipes based on foods grown or produced in Ontario. The recipes all had to feature a Greater Hamilton name. The Hamilton Spectator ran a full page feature on the challenge with a colour picture on Wednesday, May 15, 1991.

B.

TOURISM AND CONVENTIONS SERVICES

- A Tourism Marketplace was held on Saturday, May 18, 1991 at Eastgate Square. Twelve organizations participated by setting up booths and distributed information to the public. Three prizes of a "Great Evening in Greater Hamilton" were given away by draw. Over 600 ballots were filled out.

Hamilton Airport Days

Staff assisted the Airport Committee in developing a reception to promote the services of the Hamilton Airport to Travel Agents during the Hamilton Airport Days event (June 8 - 9). An open house for the general public was held on Sunday June 9, 1991.

Fifty Point Tourism Centre Official Opening

Special Events staff organized the Official Opening of The Fifty Point Tourism Centre held on May 30, 1991. Staff arranged invitations, entertainment, transportation, refreshments, media releases, and technical equipment for the reception. Approximately 100 guests attended.

New Activities

- Festival of the Great Lakes
- Antique Race Car Festival
- Formula One Speed Boat Race
- Fly the Flag for Canada

Major Projects

Amstel's Greater Hamilton Aquafest

The second annual Greater Hamilton Aquafest was held on July 27 and 28, 1991 at the Hamilton Harbour. More than 40,000 people celebrated Hamilton's Harbour at the Amstel Greater Hamilton Aquafest. The two-day summer festival took place at the waterfront extending from Pier 4 Park down to the H.M.C.S. Star. Highlights included an eight foot sand castle created by world champion sculptor Paul Dawkins, free sail boat rides and water taxis, and a moonlight cruise on Canada's largest tall ship, the Empire Sandy. Thousands of people toured the H.M.C.S. Terra Nova, a destroyer that served in the Persian Gulf war, and the United States Navy's LCU 1680. Log rollers, an appearance by soap opera star Doug Davidson, Children's Island, great food and continuous entertainment on the Hamilton Spectator main stage made the festival fun for the entire family.

B. TOURISM AND CONVENTIONS SERVICES

Reveille '92 - World Marching Bands Review (1992)

In anticipation of major Canadian celebrations associated with the 125th Anniversary of Canada's Confederation, staff examined the feasibility of presenting a "World Marching Band Review" in 1992.

The concept presented was to produce an international event over seven days in the Greater Hamilton area. A number of potential performers were identified and a general production concept was presented in a study titled "World Marching Band Review". Prior to and following the approval of the "World Marching Band Review" some reservations were expressed. The prime concern focused on the fact that the event was not likely to emphasize unity which is seen as an essential element of whatever took place in the Region as part of the 125th anniversary of Canada's Confederation. It was also recognized that given the nature of the community, the multi-cultural aspect should be presented by the Region in 1992.

Staff recommended that the Reveille '92 concept be re-considered.

Celebrate '92

The year 1992 will see the introduction of a new tourism marketing concept titled Celebrate '92: Council approved the concept change (ECO-91-081) in October 1991. The concept involves using three existing festivals and the creation of two others as anchors throughout the summer, June to August. These anchor events will attract a large audience from outside of the Hamilton-Wentworth region and promote the extension of overnight stays. The objectives of the program are to attract tourists, extend their stay and therefore assist in stimulating our local economy.

June 4	Opening Ceremonies
June 20-21	The Big V Hamilton International Airshow
July 1	Cavalcade of Cultures
July 1-5	Earthsong
July 25-26	Aquafest
August 7-9	Festival of Friends
August 29	Closing Ceremonies

B. TOURISM AND CONVENTIONS SERVICES

Job Development Project - Special Events Assistants

In March 1991, a grant through CEIC (Employment and Immigrations) was applied for to provide funding to hire 4 special events assistants and one project manager. The grant was approved and the project commenced on April 22, 1991.

Four assistants were hired and placed in on the job training at the Region, Canadian Warplane Heritage, Creative Arts and New Faces Theatre Productions. The assistants received a formal training program two days per week and on-site work training three days per week.



Administration

The provision of appropriate support staff, staff training and equipment to facilitate a well organized and efficient operation of the Economic Development Department was achieved through a variety of programs.

Operating Budget

The projected net expenditure for the 1992 Economic Development Current budget totalled \$2,715,697. A budgetary restraint program was introduced in September, 1991, requesting Departments to identify areas of possible savings within the current budget in order to reduce the projected Regional deficit. As a result, the Economic Development Department had a reduction in staff, travelling and programs which resulted in a savings of approximately \$150,000.

Staff Positions

Implementation of the Job Evaluation Programme took place in 1991. This program met with the Pay Equity Act and applied to all jobs coming within the Union bargaining unit. Pay Equity adjustments proceeded and adjustments will continue to be made until 1994.

Office Equipment

In order to maximize efficiency in communication, maintaining records and information retrieval and to reflect a more professional image for presentations and correspondence, the Department purchased four laptop computers in Business Development and one in Tourism. All support staff were upgraded in lotus and in Wordperfect to 5.1. Staff also took course on Lotus and Wordperfect offered by Information Systems.

Educational Seminars

Regional in-house seminars attended by staff included Advance Writing, Public Speaking, Tax Planning, Effective Meetings, The Working Back and First Aid.

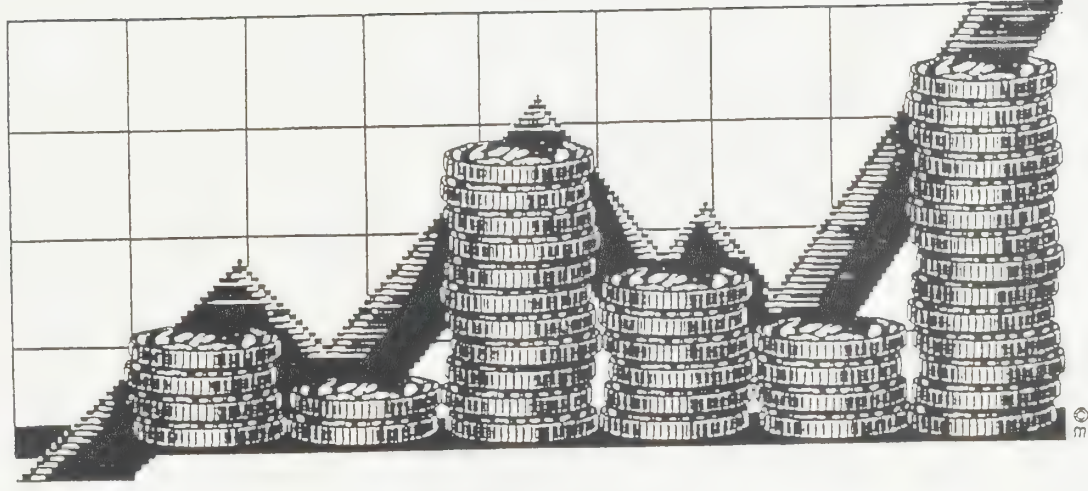
Professional Development

Staff members attended Years I and II and Seminars of the Economic Development Program through the University of Waterloo. This program, which leads to a Certificate in Economic Development, is designed to provide information and skills utilized in the daily function of the Economic Development Department.

Additional areas of study by staff include Accounting, Labour Studies, Intermediate Micro Economics, Business Finance, Organizational Behaviour, and Travel Industry Specialty.

Business Development staff participated in the Ontario Industrial Development Council/Ministry of Industry, Trade and Technology Annual Meeting in Toronto; Industrial Developers Association of Canada Convention in Ottawa; and Ontario Industrial Development Council meetings in Kingston and Oakville.

Tourism and Conventions staff attended the International Association of Convention and Visitors Bureaus Education Seminar in Albuquerque, The International Association of Convention and Visitors Bureaus in Honolulu and the National Tour Association Convention in Nashville.



Supplemental Report

D.**SUPPLEMENTAL REPORT****D.1.1 New Job
Creation**

<u>Company</u>	<u>New</u>
J.F. Ink & Colour Co. Ltd. (commercial printing)	7*
Vinny's Prepared Foods (prepackaged frozen foods)	3
Moco Communications Inc. (mobile communications)	2*
Integrated Business Services Inc. (financial planning)	2
Envision Group Inc. (plastic recycling)	3
Adventure Golf Inc. (amusement centre)	10
Whitebird Inc. (commercial paper products)	8
D.J. Wagner Technologies Inc. (Cad/Cam Services)	3
Dalpro Industries Ltd. (de-oxidization of vats)	10*
G.S. Metals Canada Corp. (U.S.A.) (metal fabricators)	3*
Tex Can Cables Ltd. (cable products)	7*
Nutri-Lawn Systems Inc. (lawn care)	10
A & P Moulds Ltd. (plastic injection mould maker)	2*
Voss Enclosures of Canada Inc. (Solarium Sales)	4*
Engineered Abrasives (Abrasives Manufacturer)	13
Centennial Chiropractic Office (chiropractive services)	2
Northflex Manufacturing Inc. (metal hose products)	5

D.**SUPPLEMENTAL REPORT**

<u>Company</u>	<u>New</u>
Entac Canada Inc. (dust control)	4
Canjaw Mfg. Inc. (machine shop)	3
Sarnia Cranes Ltd. (crane rental)	27*
Canadian National Railway Ltd. (signal & communications)	5
Industrial Material Centre (steel materials)	3
Nicholls Ratke & Associates Ltd. (sprinkler systems)	26*
Adicon Inc. (electrical contractor)	3
Garaventa Canada Inc. (handicap accessories)	5*
Snowdon Lube Service (mobile lubrication)	2
Seniors for Business (employment service)	4
Gerrie Electric Ltd. (electrical motors)	12*
Mechanical Maintenance Products (industrial supplies)	5
Door Place (custom doors)	2
Charlene's Floral & Gifts Ltd. (retail floral & gifts)	4
L.J. Barton Mechanical (mechanical contractor)	4
Picture Place (retail picture frames)	4
Hearth Banquet Centre (restaurant/banquet)	10

D.

SUPPLEMENTAL REPORT

<u>Company</u>	<u>New</u>
Trow Dames & Moore (engineering consultants)	2*
Sandwell Swan Wooster Inc. (consulting engineers)	7*
TOTAL	225

NOTE: * Represents external jobs created (Total 114)

D. SUPPLEMENTAL REPORT

D.1.2 Jobs Affected by Retentions Relocations & Expansions

Company	Expanded	Retained/ relocated
Cloke Office Products Inc. (office products)		30
Peckover's Manufacturing Inc. (electrical components)		30
Compushoppe (computer components)	2	8
Akzo Engineering Plastics Inc. (fibres & polymers)		34
Grimsby Custom Tooling Ltd. (cod/cam services)		3
Automated Engineering Ltd. (handling conveyors)		12
Canada Life Assurance Co. (life insurance)	12	
Spectrum Tool & Die Corp. (machine shop)	1	6
Teme Rebar (re-bar manufacturers)	4	
Larco Industrial Services Inc. (crane manufacturers)	5	
Braun Nursery Ltd. (nursery/greenhouses)		47
Kohlers Distribution Co. (health products wholesaler)		40
Philip Environmental Group (waste management)	130	
Tube Mack Installations Inc. (hydraulic assemblies)	14	48
Fargotech Inc. (castings manufacturer)		30
Modern Building Cleaning Inc. (janitorial services)		15
Todor Steel Ltd. (steel fabricators)		7

D.

SUPPLEMENTAL REPORT

Company	Expanded	Retained/ relocated
Saab Industrial Sales (metalstamping)		10
Arc Flame Welding (welding supplies)		6
BSB Manufacturing Ltd. (machine shop)		12
Staalduinen Floral Ltd. (floral supplies)		15
Precision Sharpening Ltd. (grinding & sharpening)		7
Plastic Plus Ltd. (plastic moulds)		3
Emery Geotechnical Engineering Ltd. (consulting engineers)		8
Champions Ltd. (fitness centre)		10
Brandi's House of Flowers (floral shop)		4
The Picture Place (picture frames)		4
Dominion Health Group (medical services)	10	75
G.T. French (paper products)		45
Second Cup (coffee franchise)		9
Russell Steel Inc. (steel service centre)		85
C.N. Weber Inc. (Hardware/architectural products)		30
The Computershoppe (software retail)	4	6
TOTAL	190	640

D.**SUPPLEMENTAL REPORT****D.1.3 Economic
Indicators**

TABLE 1

*Regional
Population
Growth 1982-91*

Municipality	1982	1985	1988	1989	1991
Hamilton	308,102	307,690	309,679	313,981	317,000
Ancaster	14,733	16,542	20,404	21,260	21,713
Dundas	19,699	20,081	20,950	21,230	21,632
Stoney Creek	37,481	41,964	45,908	47,636	49,204
Flamborough	24,575	25,541	27,688	28,605	29,281
Glanbrook	9,585	9,446	9,494	9,651	9,691
Greater Hamilton	414,175	421,264	434,123	442,363	448,521
Avg. Annual Change	2,065	2,363	4,286	8,240	3,079
Avg. Annual % Change	0.50%	0.57%	1.02%	1.90%	0.70%

Source: Ministry of Revenue, Assessment Services Division, 1991.

TABLE 2

*Labour Force
Summary
1987-1991*

Indicator	1987	1988	1989	1990	1991
Population 15 Yrs Plus	451,000	458,000	467,700	474,000	480,500
Active Labour Force	315,000	321,000	329,100	337,600	327,500
Employed	295,000	303,000	312,000	316,400	295,200
Unemployed	20,000	18,000	16,900	21,000	32,200
Not in Labour Force	136,000	136,000	136,000	136,000	155,000
Participation Rate	69.8%	70.3%	70.5%	71.2%	68.2%
Unempl Rate, Ham CMA	6.3%	5.8%	5.1%	6.3%	9.8%
Unempl Rate, Canada	8.8%	7.8%	7.5%	8.1%	8.5%
Unempl Rate, Ontario	6.1%	5.0%	5.1%	6.3%	9.7%

Source: Statistics Canada, Cat.71001 and 71201.

D.

SUPPLEMENTAL REPORT

TABLE 3

*Building Permits
By Sector (\$)*

Indicator	1987	1988	1989	1990	1991
Industrial	83,507,207	44,380,073	49,941,403	122,011,642	23,406,285
Commercial	87,180,260	59,520,391	109,503,556	87,986,154	40,717,610
Residential	309,013,253	330,436,171	394,853,612	262,324,247	38,410,069
Institutional	43,035,325	57,785,616	86,856,230	100,626,744	184,122,352
Total Value	522,736,044	489,122,251	641,154,801	572,948,787	294,025,287

Source: Area Municipality Building Departments, 1991.

TABLE 4

*Building Permits
By Municipality
Year-end 1991 (\$)*

Place	Industrial	Commere'l	Institut'l	Resident'l	Total
Hamilton	13,175,943	30,744,258	32,117,919	71,624,328	150,630,619
Stoney Creek	5,945,000	3,521,000	5,169,500	43,231,000	62,267,300
Flamborough	2,050,542	2,990,352	86,900	15,555,824	20,683,618
Dundas	366,000	2,337,000	481,000	18,539,000	21,723,000
Ancaster	1,712,000	902,000	490,750	27,513,000	30,617,750
Glanbrook	156,800	223,000	64,000	7,659,200	8,103,000
REGION	23,406,285	40,717,610	38,410,069	184,122,352	294,025,287

Source: Area Municipality Building Departments, 1991.

TABLE 5

*Municipal Industrial
Park Sales
Year-end 1991*

Area	Transaction	Acres	Value	Avg/Acre (\$000)
Ancaster	1	3.43	\$649,000	189.2

Source: Economic Development Department and City of Hamilton Real Estate Department, 1991.

D. SUPPLEMENTAL REPORT

TABLE 6

*Publicly-Owned
Industrial Land
Sales 1987-91*

Indicators	1987	1988	1989	1990	1991
Transactions (Total No.)	76	34	7	7	1
Acres Sold Total	112.25	39.08	48.71	6.57	3.43
Value of Sales (\$000)	5,723.3	2,596.0	2,034.4	797.4	649.0
Av. price/acre (\$000)	51.88	66.4	41.8	120.0	189.2

Source: Economic Development Department and City of Hamilton Real Estate Department, 1991.

TABLE 7

*Business
Development
Enquiries*

Indicator	1987	1988	1989	1990	1991	5 Year Total
Enquiries	361	458	476	442	491	2,228
Completions	100	92	127	146	71	536

Source: Economic Development Department, 1987-1991.

TABLE 8

*Residential Real
Estate Activity*

Indicators	1987	1988	1989	1990	1991
Listings (Total)	25,571	26,785	28,318	36,238	36,187
Sales (Total)	11,392	13,810	12,439	7,745	8,350
Volume (\$ Millions)	1,331.3	1,900.9	2,095.5	1,299.3	1,356.9

Source: Metropolitan Hamilton Real Estate Board Summary of MLS Service Sales Media Report, 1987-1991.

D.

SUPPLEMENTAL REPORT

*Hamilton-Wentworth
Housing Starts*

TABLE 9

Municipality	1987	1988	1989	1990	1991
Ancaster	265	248	251	166	59
Dundas	133	118	208	111	121
Flamborough	272	329	212	74	77
Glanbrook	22	24	36	55	39
Hamilton	1,311	1,176	1,665	1,502	926
Stoney Creek	294	736	676	473	293
Greater Hamilton	3,155	2,631	3,048	2,381	1,515

Source: Canada Mortgage and Housing Corporation, 1991.

Bankruptcies

TABLE 10

Type	1987	1988	1989	1990	1991
Business	64	53	90	115	195
Consumer	487	322	590	880	1,576

Source: Consumer and Corporate Affairs, 1987-1991.

*Regional Welfare
Assistance*

TABLE 11

Avg./Month	1987	1988	1989	1990	1991
Beneficiaries	11,264	10,348	10,167	14,207	20,947
Caseload	6,009	5,542	6,052	8,224	11,888
Ratio of Persons/Case	1.88	1.88	1.70	1.90	2.32
Beneficiaries as % of Population 15 yrs +	2.50	2.26	2.17	3.00	4.36

Source: Hamilton-Wentworth Region Social Services Department, 1991.

D.

SUPPLEMENTAL REPORT

TABLE 12

Canadian Bond
Rating

Indicator	1987	1988	1989	1990	1991
Rating	AAA-	AAA	AAA	AAA	AAA

Source: Finance Department, 1987-1991.

TABLE 13

Regional Taxable
Assessment
(\$Millions)

Indicator	1987	1988	1989	1990	1991
Residential	757.7	782.6	809.4	838.3	863.1
Commerc./indust.	473.5	479.3	497.5	507.5	518.6
Total	1,231.2	1,261.9	1,306.9	1,345.8	1,381.7
% Commerc./indust.	38.5	38.0	38.1	37.7	37.5

Source: Finance Department, 1987-1991.

TABLE 14

Regional Tax Levies
(\$Millions)

Indicator	1987	1988	1989	1990	1991
Total Levies	98.4	106.6	118.4	138.5	152.9
Assessment Growth (%)	1.94	2.49	3.57	2.98	2.63
Increased Revenues	1.72	2.45	3.81	3.53	3.64

Source: Finance Department, 1987-1991.

D. SUPPLEMENTAL REPORT

TABLE 15

*Total Personal Income
(\$billions)*

Indicator	1988	1990	1991
Hamilton CMA Total	9,622.0	11,004.8	12,158.5
Ontario	161,446.4	185,105.6	203,128.5
Canada	381,643.8	435,088.3	483,043.2

Source: Financial Post Canadian Markets 1988-1991.

TABLE 16

Per Capita Income

Indicator	1988	1990	1991
Hamilton CMA Total	17,100	19,300	20,300
Ontario	17,200	19,100	20,600
Canada	14,800	16,500	18,000

Source: Financial Post Canadian Markets 1988-1991.

TABLE 17

*Reported Labour
Market Adjustments*

Firm	Jobs affected	Reemployed	Type
Magic Pantry	4		Temporary
Amstel Brewery Canada Ltd.	96	30	Permanent
J. I. Case	441		Indefinite
J.I. Case	400		Temporary
Camco	106	Permanent/	Indefinite
Asea Brown Boveri Inc.	170		Closure
Domtar Gypsum Plant	49		Permanent
Domtar Gypsum Plant	38		Indefinite
Cronkwright Transport Inc.	50		Closure
GTL Transport Inc.	60		Closure
Wilkinson & Kompass	97		Closure
Buntin Reid Inc.	19		Indefinite
Hamilton Jeep/Eagle	19		Closure
Embree Industries	10		Permanent
Rheem Canada Ltd.	75		Permanent
Dare Foods Limited	115		Closure
F.W. Woolworth Company Ltd.	30		Closure
Imtex Commodities	23		Closure
Cloke and Son	20	Rationalized/	Indefinite
Zurich Insurance	88	Rationalized/	Indefinite
Ted Hendry Group Inc.	3	Indefinite (2)-	Temporary (1)

...Continued

TABLE 17 CONT'D

Reported Layoffs

Firm	Jobs affected	Reemployed	Type
Canada Ingot Mold	160		Closure
G.S.W. Knights Industries	10		Relocated
Witten Home Improvements	25		Indefinite
Royal Oak Dairy	29		Closure
Consumers Glass	100		Permanent
Canadian Airlines	47		Indefinite
Newman Steel Ltd.	300	120	Indefinite
Westinghouse Canada	18		Permanent
Neo Industries	76		Permanent
Stelco Inc.	844		Indefinite
Worker's Compensation Board	58		Permanent
Bartek Synthetics	29		Indefinite
Bob Bannerman Motors	10		Permanent
Double V. Poultry	10		Permanent
Usarco	235		Permanent
Hanna Manufacturing Inc.	45		Closure
Dofasco	987	Voluntary Early Retirement	
Metal Textile Canada	3		Permanent
Bari Kitchen Cabinets	15		Permanent
Bomber Manufacturing	16		Temporary
Paikin Steel	26		Permanent
Tiny Tots Knitting Mills	60		Closure
Hamilton S.P.C.A.	12	Temporary or Indefinite	
Armour Protection Supplies Ltd.	45		Permanent
Golden Touch Painting	11	Temporary or Indefinite	
Norton Canada	22	Temporary or Indefinite	
National Steel Car	206		Temporary
Susan Shoe Industries Ltd.	N/A		Permanent
Canada Pipe Ltd.	7		Permanent
Canada Pipe Ltd.	126		Worksharing
Hamilton Brick Company	25		Temporary
Quality Bakery	14		Closure
N/A - Not available			
Total	3,864	150	

Source: Canada Employment Centre, 1991.

D. SUPPLEMENTAL REPORT

D.2 TOURISM

D.2.1 Visitor Statistics From Information Centres

Centre	1989	1990	1991
African Lion Safari	7,828	5,324	3,879
Confederation Park	5,858	5,821	*
Downtown	4,677	2,950	3,076
Royal Botanical Gardens	7,530	3,752	6,128
Fifty Road	*	*	8,438
Total	25,885	17,847	21,521
* Centre did not exist			
Origin of Visitors	1989	1990	1991
Canada	14,400	10,128	12,633
U.S.	7,045	5,372	6,713
Other	4,440	2,347	2,265

Source: Economic Development Records

D.2.2 Tourism Marketplaces

Staff attended the following 15 marketplaces in 1991:

1. Ohio Spring Marketplace, Cleveland
Ohio, February 4
2. Automobile Club of Western New York Annual
Vacation Expo, February 2-3
3. Tourism Industry Association of Canada,
Halifax, N.S. February 17-19
4. Western New York Spring Travel Trade
Marketplace, March 04-07 (New York State)
5. Boston, Hartford and Providence, March 19-21
New England

6. Travel Expo, Buffalo, N.Y. March 26-28
7. London Free Press Travel Show, London, Ont., April 5-7
8. Pittsburgh Spring Marketplace, Pittsburgh, PA, April 19
9. Rendezvous Canada, Calgary, Alberta, May 3-8
10. Canadian Consulate New York, Buffalo, Rochester, Syracuse, N.Y., Sept 23-26
11. Cleveland AAA, Cleveland, Ohio, Oct 9
12. Detroit News Travel Show, Detroit, MI, Oct 22
13. Canadian Consulate Pennsylvania, Erie, PA, Oct 23
14. National Tour Association, Cleveland, Ohio, Nov. 27-Dec 1
15. American Bus Association, Nashville, Tenn., Dec 1-6

D.2.3 Familiarization Tours

Seaway Destinations, Buffalo, N.Y., February 7-8

One If By Land Tours, Flushing, N.Y., March 25-26

Saga Holidays Limited, Boston, Mass., June 25th

Together Travel & Tours, Detroit, MI, July 4 & 5th

U.K. Great Race, tour operators and Air Canada reps from Britain, Sept 6 & 7th

Buffalo Bon Vivants, Buffalo, N.Y., Oct 5 & 6th

Tower Bus Lines, Mt. Clemens, MI, Oct 23 & 24th

D. SUPPLEMENTAL REPORT

D.3 CONVENTIONS

D.3.1 Convention Statistics 1987-1991

Indicators	1987	1988	1989	1990	1991
Conventions	141	156	187	182	196
Delegates	76,780	60,000	65,400	71,854	78,245
Spectators	N/A	160,000	52,200	142,063	293,288
\$ Generated (,000s)	136.4	127.1	132.5	170.4	214.95

Source: Economic Development Records

D.3.2 Convention Bidding

	1988	1989	1990	1991
Bids submitted	42	47	52	59
Successful Bids	27	32	25	21
Unsuccessful Bid	3	8	17	9
Bids Outstanding	12	5	10	19
Secured from previous bids	4	2	2	13
Total Conventions Awarded	31	34	27	34

Source: Economic Development Records

D.3.3 Convention Transportation Servicing

1. Intervarsity Choral Festival
2. Labatt Brier
3. International Sertoma Conference/Regional
CAN/AM Conference
4. Canada Safety Council
5. National Council of Barbadians
6. Amity Goodwill Games
7. Lions Club International
8. Canadian Chemical Institute Convention & Exhibit
9. Canadian Association of Radiologists
10. Liberal Caucus Convention (Ont.) A.G.M.

11. Canadian Museum Association
12. Canadian Food Services Executives
13. International Brotherhood of Electrical Workers
Bowling Tournament
14. Operations, Maintenance and Construction
Committee - Ont. Assoc. of School Bus. Officials
15. Ontario Games for the Physically Disabled
16. First Special Service Force
17. Canadian Lawn Bowling Association
18. Catholic Charismatic Services
19. Commonwealth Pharmaceutical Association
20. Canadian Country Music Association
21. Canadian Council for Exceptional Children
22. Canadian Football Hall of Fame
23. Canadian Parking Authority
24. Delta Upsilon Fraternity
25. Ontario Library Association

D.3.4 Convention Attendance Building

1. Ontario Physiotherapists Association - Kitchener - March
2. Hospital Infection Control Association - Montreal
3. Ontario Pharmacists Association - Toronto - May
4. Ont. Assoc. of School Business Officials - Toronto - May
5. Royal Canadian Legion - London - May
6. Ontario Genealogical Society - Kingston - May
7. Canadian Waterwell Association - Collingwood - May
8. Liberal Party of Ontario - Toronto - May
9. Canadian Feed Industry Association - Vancouver - July
10. Judo Canada - Barcelona, Spain - July

D.3.5 Local Attendance Building by Committee

Country Music Association	Nashville	March
Lions Club	Guelph	April
Lions Club	Niagara Falls	April
Lions Club	Sarnia	April
Lions Club	Mississauga	April
Lions Club	Kingston	April
Lions Club	Sault Ste Marie	April
Lions Club	Sauble Beach	April
Lions Club	Oshawa	April
Lions Club	Pembroke	April

D.**SUPPLEMENTAL REPORT**

Lions Club	Toronto	April
Lions Club	Mt. Laurier, Que	April
Lions Club	St. Genge da Sue, Que	April
Lions Club	Barrie	April
Lions Club	Coupton, Que	April
Lions Club	Garhay, Que	April
Girls Guides of Canada	Kingston	May
Kiwanis	Anaheim	June
Kiwanis	St. John's, Nfld.	Aug.
Police Identification Officers	New Brunswick	July
Ont. Public Health Inspectors	Goderich	Aug.
Young Drivers of Canada	Halifax	Sept.
Shriners	Niagara Falls	Sept.
Actifest	Bolton	Sept.
Ontario Fitness Council	Toronto	Sept.
Action Centre	Toronto	Nov.
Prob. & Parole Officers of Ont.	Windsor	Nov.

D.4 Special Events

Local organizations assisted by the Economic Development Department in planning special events in 1991 include:

The Children's Museum	McMaster University Art Gallery
The Carnegie Gallery	Geritol Follies
Mohawk College Art Gallery	Hamilton Philharmonic Orchestra
Theatre Aquarius	The Spectator Indoor Games
Copps Coliseum	WWF Wrestling
Winterfest	Valens Conservation Area
Opera Hamilton	McMaster Professional Theatre
Player's Guild of Hamilton	Rockton World's Fair
Symphony Hamilton	Hamilton Boat and Sportsman Show
Home Show	Ontario Garden and Flower Festival
Te Deum Orchestra	Bach Elgar Choir
The John Laing Singers	Labatt Brier
Hamilton Concert Band	Hamilton Regional Conservation Authority
Walt Disney World on Ice	Ham. Secondary Schools Massed Bands Festival
Winter Festival of Friends	Hamilton Museum of Steam and Technology
Designer Crafts 1991	Ontario Provincial Open Skate Championships
Binbrook Fairgrounds	Canadian Warplane Heritage Museum
Royal Botanical Gardens	Hamilton Ringette Finals
Wee Too Doll Show	Hamilton Artists Inc.

Burlington Teen Tour Band	Hamilton Place
Canadian Orpheus Male Choir	Seniors Games
1st Annual Artisans Fair	City of Hamilton
Courtcliffe Park	Hamilton's Fit Day
Dundas Kite Festival	Ancaster Heritage Days
Hamilton Holland Festival	Hamilton International Airshow
Ottawa Street BIA	Earthsong Festival
Canada Day Celebrations	African Lion Safari
Christie Conservation Area	It's Your Festival
Music in the City	The Hamilton Military Museum
Battlefield House	Boris Brott Summer Music Festival
Whitehern Museum	Ontario Games for the Physically Disabled
New Faces	Summer Bandshell Concerts - Stoney Creek
Dundurn Castle	Aquafest
Royal Connaught Hotel	Tour du Canada
Summer Music Games	Festival of Friends
Dundas Cactus Festival	Cari-Can Festival
Ancaster Fair	Westfield Heritage Centre
Winona Peach Festival	Confederation Cup XV
Canada Cup	Festitalia
Country Music Week	Third Annual Hamilton Jazz Festival
Binbrook Fair	Canadian Country Music Awards
Ancaster Fair	Steel City Oktoberfest
Rockton World's Fair	Downtown BIA
HMCS Star	Hamilton Mum Show
Kiwanis Club	Hamilton Santa Claus Parade
Ancaster Fairgrounds	



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